

FIG. 3

	Definition	The product price should be competitive with comparable, leading products in the market segment and should provide an attractive entry price to this market segment.															
	Information Required	Assessed Product Competitive Product 1 Competitive Product 2	Name <u>320</u>	Vendor <u>330</u>	Version/ Release <u>340</u>	Price <u>350</u>	Pricing Model <u>360</u>										
	Measurement Guidelines	Compare the product's price to the competitive products. Use the following rating scale:															
		<table><tr><td>5</td><td>Price significantly beats competitive product</td></tr><tr><td>4</td><td>Price beats competitive product</td></tr><tr><td>3</td><td>Price meets competition</td></tr><tr><td>2</td><td>Competitive product's price beats assessed product</td></tr><tr><td>1</td><td>Competitive product's price significantly beats assessed product</td></tr></table>						5	Price significantly beats competitive product	4	Price beats competitive product	3	Price meets competition	2	Competitive product's price beats assessed product	1	Competitive product's price significantly beats assessed product
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3	Price meets competition																
2	Competitive product's price beats assessed product																
1	Competitive product's price significantly beats assessed product																
	Deviations/ Considerations	A reasonable price premium may be acceptable if product is unique or if product is clearly superior to competitive products in selected criteria measurements.															